

# Telephone Company Celebrates The End of Its First 50 Years

That fear of dire happenings in the future most of which, based on past experiences, never happen, is one of the principal things wrong with America today, was the statement of Walter S. Gifford, president of the American Telephone and Telegraph Company, yesterday at the celebration of the 50th anniversary of that organization. Mr. Gifford recalled the spirit of enthusiasm and optimism during war times when the American people were "trying to see how the impossible could be and was done" as the type of spirit that assures our country of getting out of its present difficulties. He declared the tendency toward pessimism and fear now predominant.

Coming from the head of the world's largest private organization, this statement carried added weight when it is considered that during the early days of the depression telephone executives were among the few who refused to become ensnared in the type of optimistic statements so prevalent among business leaders in 1931 and 1932. Mr. Gifford was not one in those days to say that "prosperity was just around the corner" and his current statement to the effect that we should not be fearful of the future is worthy of added recognition on that account.

In speaking of the Bell System Gifford commented as follows: "The American Telephone and Telegraph Company is 50 years old. It has become a great American institution. It is owned by you and your neighbors in every state in the union. It belongs to 'Main Street.' More than half of its nearly 700,000 stockholders are women.

"Its nation-wide organization, existing in substantially the same form for half a century, makes possible telephone service as we know it today. A telephone call is so easy to make that the person making the call has no idea of the complicated physical equipment and the vast organization of workers behind it. Now, it obviously does not just happen that practically anyone, anywhere, any time can talk promptly with anyone else, anywhere in this country—or for that matter almost anywhere in the world. Nor does it just happen that the number of telephones per hundred of population in the United States is more than 16 times the average of that for the rest of the world and is nearly 50 percent higher than in any country in Europe. It is the result of the free play of individual initiative and ability fostered and given freer rein during all these years in an institution which recognizes the American ideal of equal opportunity for each individual to develop to the fullest his talents and personality.

"I want to express my admiration of the great army of telephone workers, over a quarter of a million in number, in all ranks of responsibility, who are engaged in operation, research, manufacturing and the many other activities necessary for furnishing telephone service to the 125,000,000 people of our country. Those men and women are not only courageous and resourceful in emergencies—they are natural and thoughtfully courteous in their day to day activities. They are determined to 'get the message through.'"

"In the telephone company, our policy and our method of operating are based on the long pull. We are celebrating one 50 years and looking into the next. Practically everyone uses the telephone and most of the money in the business is the life-savings of people and most of the work in it is done by people who devote their lives to it."

"We shall continue our efforts to further improve telephone service and make it more economical for the user. We shall continue to try to keep the Bell System an attractive institution for people to work in and safe for investors. Above all, we shall continue to strive to merit the good-will and the esteem of our fellow citizens and to keep the American Telephone and Telegraph Company an institution that the American people can be proud of."

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# Woodburn Has Fine New Market

"Practically a lifetime of planning and preparation has gone into this market," said Worth L. Woodburn, who has just completed and moved into a fine new building at the corner of Arlington and Carson street, where he now has a place of business on a par with the commodious and well-stocked markets of a metropolitan center. Mr. Woodburn has been in the grocery business since he was a young boy. His family conducted a large general store in the farming district of southern Iowa, where he gained his early experience.

On September 17, 1923, he purchased the store at the corner of Cabrillo and 21st street, from Frank Neil, and afterwards disposed of the business to his mother, Mrs. Janet Woodburn, while he went into the wholesale grocery trade.

Later he returned to Torrance and for a time was associated with his brother, Ian, in the market at Sonoma and Madrid, and in May, 1923, again took over the store on Cabrillo avenue where he and his wife conducted the business until last month. Mr. Woodburn, long ago saw the possibilities of the corner where he is now located, which is the main corner for traffic in and out of the city in all directions. He purchased the lot about two years ago and this spring began the erection of the new building.

In this market Mr. Woodburn has ample space for the display of goods and storage for surplus. His meat department has been placed in the hands of Roy Olsen, for 25 years in this business in the Gardena valley. Mr. and Mrs. Woodburn handle the grocery department, which is conducted on the serve-self plan, and already the new store is attracting a steady flow of trade.

# ReXall's Big One-Cent Sale Held This Week

**Beacon Drug Co. Offers Specially Low Prices On Many Items**

Acclaimed throughout the nation as "our biggest bargain event," 10,000 ReXall Drug Stores, of which the Beacon Drug Company, 1519 Cabrillo avenue, at Torrance, is a member, are this week staging a spectacular "ReXall One-Cent Sale." The sale lasts just four days, starting yesterday and continuing through Saturday this week.

"ReXall stores hold this sale to make new friends," said Leslie L. Prince of the Beacon Drug Company. "On special occasions we offer some of these items at less than regular list prices but at no time at the rock bottom prices which prevail during the annual One-Cent Sale." A number of the many items included in the sale are listed in the Beacon Drug Company's advertisement printed in this issue and readers are urged to study the advertisement carefully in order to get an idea of the tremendous savings offered.

**Donkeys to Aid Celebration**

**OGDEN, Utah, (U.P.)**—Ogden's mayor bought seven donkeys, which, he claims, resemble lily-coats because they will eat anything or nothing. They will be used in the pioneer day celebration to be held here this summer.

# Special Ford V-8 Buses To Ply Exposition Grounds



With seats in each for 40 passengers, huge buses mounted on Ford V-8 truck chassis will, under the direction of the San Diego Railway Co., ply the grounds of the California Pacific International Exposition, opening May 23 in San Diego. Above is a photograph of one of the buses after its delivery to the Exposition, peopled by the Expositionettes, a girls' organization in San Diego, on its way to the Ford Exposition site.

# BRASS RAIL NIGHT CLUB OPENS FRIDAY

**New Owners of Former Earl's Cafe Announce Gala Opening**

A spectacular opening of Torrance's new night club, the Brass Rail, located at 1225 Cabrillo avenue, will be celebrated tomorrow (Friday) evening to the accompaniment of a scintillating jazz dance orchestra. An exceptionally fine floor show has also been arranged for the entertainment of guests. The Brass Rail is the new name selected for the former Earl's Cafe, which has been purchased by Frank L. Hennessey and Luke Hiffiker from Mr. and Mrs. Earl Comer.

Since taking over the cafe, Messrs. Hennessey and Hiffiker have installed a cocktail room and have refurbished and redecorated the former banquet room, transforming it into an up-to-date parlour, restaurant, and night club operator. He formerly owned the "Anchorage" at San Pedro, the "Brass Rail" at Wilmington, and just recently disposed of his interests in the "Cellar" at Wilmington. Mr. Hennessey was distributor for A B C beverages prior to engaging in business with Mr. Hiffiker at Torrance.

For the opening tomorrow night, a special deluxe dinner will be served. Dancing with floor show entertainment will be enjoyed nightly, and the cafe will be open all day and all night. No cover charge will be made at any time. Free souvenir packages will be presented to all guests at the opening tomorrow evening.

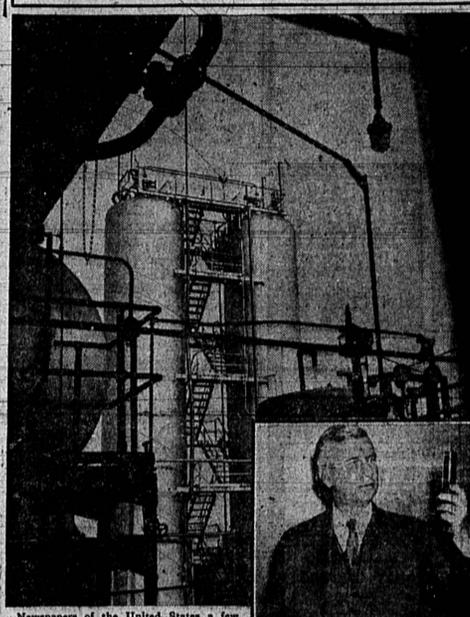
# CALIFORNIA SHOWS CUT IN GRADE CROSSING ACCIDENTS

**SAN FRANCISCO, (U.P.)**—A decrease of three percent in grade crossing accidents during 1934 as compared with the preceding year is reported by the California state railroad commission.

In 1933 there were 1,847 grade crossing accidents, in which 369 persons were killed and 657 injured; last year there were 1,784 accidents, involving 161 casualties and 644 injuries.

Approximately seven percent of all highway fatalities are at grade crossings, but only one and one-half percent of the injuries. About 26 percent of the grade accidents involved running into the side of standing or moving trains.

# Science Wins Oil Battle



Newspapers of the United States a few weeks ago carried wire stories about a sensational new method of oil refining perfected by the Socony-Vacuum Oil Company. This method is known as the Clearcoal double-solvent process and improved Mobil made under the formula, is now available for the first time to Pacific Coast motorists through all General Petroleum Corporation service stations. The mammoth towers in which propane, one of the solvents used, is stored are shown above. Right, Dr. J. B. Rather, general director of research of Socony-Vacuum Oil Company, is holding in his right hand the type of tarry stuff that the revolutionary new Clearcoal process "washes" from even high grade motor oils made by older methods. Socony-Vacuum uses a second solvent, which is found that a single solvent would not completely refine the oil.

Availability for the first time on the Pacific coast of Mobil oil produced under the famous Clearcoal double-solvent process was announced today by General Petroleum Corporation, whose refinery is located at Torrance. The process, news of the discovery of which was carried in wire dispatches all over the world a few weeks ago, is the property of and has been perfected by the Socony-Vacuum Oil Company, Inc., national affiliate of General Petroleum.

In making the announcement, General Petroleum points out that the feature which makes it new to the technical expert, as well as the general motoring public is that the Clearcoal process differs from most other methods of solvent refining in that two solvents are used instead of one and that each has a special function to perform. Socony-Vacuum scientists discovered that use of one solvent only could not completely purify the oil.

Under this new method, propane, liquefied under pressure of 200 to 250 pounds to the square inch, is introduced into the coil. The propane has a natural affinity for the paraffines, the lubricating constituents of the crude. While the propane holds the paraffines, another solvent, the formula of which is held secret by Socony-Vacuum, is used to dissolve and settle the natural impurities present in even the finest crudes, completely ridding them of carbon and gum forming elements. The entire process is a physical one, not chemical, and can be likened to the washing of dirt off the hands with soap and water.

After the special solvent has washed away all waste material, the propane-oil mixture is permitted to reach room temperature and the propane, once more a gas, bubbles away.

The improved Mobil oil produced by the Clearcoal double-solvent method has shown literally amazing results in tests conducted by automotive engineers under every kind of driving conditions and black tests, and in every kind of motor, according to the General Petroleum report. Motor cranking in cold weather is made nearly 50 percent easier; oil mileage is increased from 5 to 25 percent, often more, depending upon engine and service conditions; and gum and carbon deposits are practically eliminated, it is stated.

It is claimed that benefits derived through the use of this double solvent process are maintained throughout the life of the motor in which the oil is used. Because impurities previously found in lubricants which gummed and fouled piston rings and valves cannot be present in Mobil oil refined by the Clearcoal Double Solvent Process, the only impurities that can possibly get into a crankcase are those coming from outside sources.

Contrary to the effect of intensified refining by older methods, the Clearcoal process enhances the lubricating properties of the oil, it is declared. Actual engine tests have shown that in many cases wear is reduced to one-fifth of what it was with the finest oils previously obtainable. Practical tests of the resistance to sludging of Mobil oil produced this new way in comparison with prominent single-solvent refined oils have shown that as much as 10 percent of these oils turns to sludge, whereas Mobil shows none under similar conditions.

It is this positive physical freedom from impurities of all kinds that has enabled the improved Mobil oil to show reductions up to 80 percent of the wear shown with other fine oils, the General Petroleum report points out, a fact which in many cases will mean practical doubling of the life of high speed automobiles.

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# Resolved,—To See the Movies At Torrance,—And Enjoy Them

Sometimes, one has to get away from home to fully appreciate the good things that are available right here in Torrance. This was strikingly illustrated to the editor of the Herald recently.

While in Long Beach one evening a couple of weeks ago, I went to one of its theatres and heard Irene Dunne sing in "Roberta." But somehow her voice didn't seem to measure up to the praises that I had heard of it; so when "Roberta" came to the Torrance Theatre a few evenings later, I went again. And believe me I was astonished at the vast difference that the splendid sound equipment at the Torrance Theatre made. Why, you would scarcely realize it was the same person singing. The harsh shrill notes which annoyed me at the Long Beach performance were entirely gone,—and in their place, I heard the full natural reproduction of Irene Dunne's charming voice.

In discussing my experience with Mr. DeWitt Van Derlip, proprietor of the Torrance Theatre, he told me that the sound equipment at Torrance is recognized as one of the best in the Southland; and that even the representatives of the Western Electric, equipment manufacturers, frequently bring prospective buyers of sound equipment to the Torrance Theatre for a demonstration.

So I resolved, to see my "movies" at home, hereafter, and enjoy them to the fullest extent. And by the way, have you noticed that the Torrance Theatre is showing the pictures now just a few days after the big showhouses in Los Angeles have them?

# Judgment For Contractors Is Handed Down

**Basich Bros. Win Suit Against Lumber Salesman**

Judgment for the defendants, Basich Brothers, Torrance contracting firm, was returned this week in the \$29,246 action filed against the firm last spring by R. L. Oakley, lumber salesman.

Oakley claimed that he was to be paid half the amount of money he could save the contractors for furnishing 2,310,000 board feet of lumber for a state highway job in Riverside county, near Desert Center. He was paid only \$1,000 of the amount, he contended.

Basich Brothers, in answer brought out that Oakley had misrepresented the ability of his firm to furnish the lumber, and as a result the job was delayed for several months by failure of the material to arrive, which resulted in a heavy loss to the contractors. The contractors also had filed a cross-complaint, demanding return of the \$1,000 they had paid Oakley, out Superior Judge Clement L. Shinn ruled they should not recover this.

**Hitch Hiked On Honeymoon**

**BOSTON, (U.P.)**—Hitch-hiking to Georgia with \$3 in their pockets constituted Mr. and Mrs. George Brightwell's honeymoon.

The couple, married at Portland, Maine, carried a sign reading, "Georgia or Bust."

# Professional Directory

**DR. R. F. BISHOP**  
Dentist  
X-Ray Service  
1625 Cabrillo, Room A  
Phone 341

**Drs. LANCASTER and SHIDLER**  
PHYSICIANS AND SURGEONS  
Torrance National Bank Bldg.  
Torrance, Calif.

**Dr. A. P. Stevenson**  
Physician and Surgeon  
Office, Levy Building  
1311 Sartori Avenue  
Residence, 1604 Post  
Phones: House, 674 Office, 98

**ALBERT ISEN**  
Attorney-at-Law  
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Room 18, Brighton Hotel Bldg.  
1639 Cabrillo Ave. Phone 43-M  
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